



**FILM  
PROGRAM**  
AMERICAN  
CENTER

14 TAWWIN STREET, DAGON TOWNSHIP

T H E   E N T R E P R E N E U R S

# The Entrepreneurs, Part 1: FEED Granola and Spanx Shapewear

43 mins

Oct 9                      1:00 p.m.

Oct 12                     1:00 p.m.

How did Jason Osborn and Jason Wright turn Feed Granola into a hot brand and a household name in less than two years? This CNBC program depicts the entire process, with commentary from Inc.com senior editor Rod Kurtz, Whole

Foods Market regional coordinator Kara Rubin, and the two models-turned-business-partners themselves. Also headlining the program is Sara Blakely of Spanx, a company that has helped millions of women feel a size smaller and made \$350 million in retail sales along the way. Viewers learn how Blakely's idea to update the old-fashioned girdle propelled her to succeed despite years of rejection from financiers and manufacturers.





**FILM  
PROGRAM**  
AMERICAN  
CENTER

14 TAWWIN STREET, DAGON TOWNSHIP

T H E   E N T R E P R E N E U R S

# The Entrepreneurs, Part 2: TOMS Shoes and Frontera Foods

43 mins

Oct 16

1:00 p.m.

Oct 19

1:00 p.m.

Blake Mycoskie had four companies under his belt when he got his best idea yet: create a shoe company that gives away one pair for every pair sold. This CNBC program shows how Mycoskie used his

business sense and budding celebrity status to grow TOMS Shoes into a global brand, while donating over 115,000 pairs of shoes to children in need. Also featured is Frontera Foods, brainchild of celebrity chef Rick Bayless and entrepreneurial mastermind Manuel Valdes. Their mission to educate Americans about the diversity of Mexican cuisine evolved into a hugely successful brand identity.

